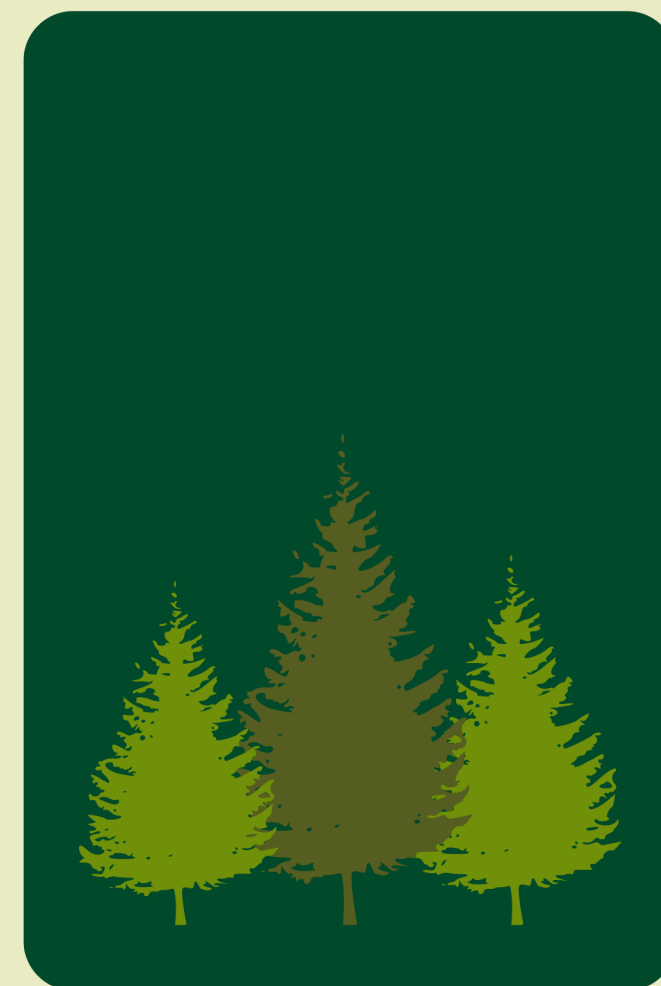




Sponsorship Opportunities

HOW TO ELEVATE YOUR ROI





**JOIN US FOR THE NEXT EDITION OF
ALBERTA'S LARGEST CELEBRATION
OF OUTDOOR ADVENTURE!**

This annual four-day event offers a prime opportunity to connect with fishers, boaters, hunters, and outdoor adventurers. The Edmonton Boat and Sportsmen's Show is trusted in the market with over four decades of success and brand recognition - you won't find a better chance to meet with a captive audience of fishing, boating, hunting and outdoors enthusiasts.

EVENT DETAILS:

Date: March 16th to 19th, 2023

Location: Edmonton Expo Centre, Edmonton, AB

ACT NOW!

Many of the opportunities outlined in the following pages, are limited in number - so don't delay! All sponsorship opportunities are available on a first come, first served basis.

CUSTOM PACKAGES AVAILABLE

Our sales and marketing team will help you make the most of your sponsorship dollars with a variety of options and price points. If you don't see what you are looking for or would like to discuss a unique package tailored to your company's specific needs, please don't hesitate to contact us.

Available Opportunities

Title Sponsor - Naming Rights



Our premier level sponsorship package gives you top-tier positioning. As the sole title sponsor, you will receive naming rights to the event. Title Sponsor package will be custom tailored, following a discovery meeting.

Minimum inclusions:

- Interactive opportunities for your brand at the show
- Full color signage package
- Radio media package
- Digital media package
- Branded visitor passes (100)

\$25,000

Educational Sponsor



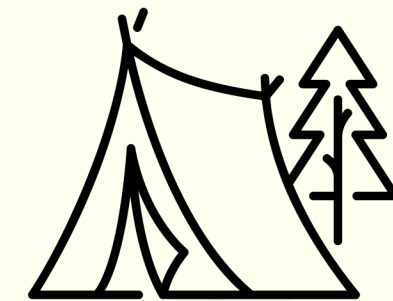
Named sponsor for the main stage presentation area.

This sponsorship includes:

- Banner signage at the stage area
- Additional signs at the main entrance and mid-way point
- Marketing collateral passed out from stage area and show entrance if desired
- Recognition as a sponsor on event website and marketing
- 50 "admit one" passes
- Opportunity to present on stage – following a discovery meeting

\$7,000

Door Prize Sponsor



Up to 2 contracted exhibitors may donate a door prize with a retail value of \$2000+

Prizes must be approved by show management and are exchanged for promotion, and not considered payment for booth space.

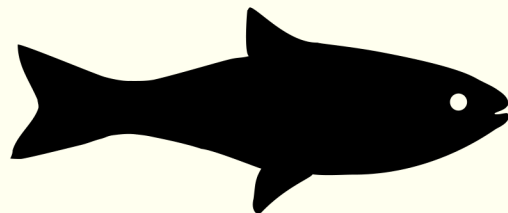
This sponsorship includes:

- Signage at main entrance, mid-way point, and in your booth at the show
- Recognition as a sponsor on event website and marketing
- 30 "admit one" passes
- Radio Media Package

\$5,000

Available Opportunities

Zone Sponsor

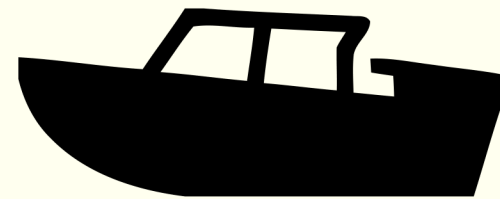


Named sponsor for one of the event feature areas.

- This sponsorship includes:
 - Banner signage at the feature area
 - Additional signage at main entrance
 - Recognition as a sponsor on event website and marketing
 - 50 "admit one" passes
 - Feature areas include:
 - a. Kids Trout Fishing Pond
 - b. Fly Casting Pond
 - c. Would be willing to consider other unique feature ideas following a discovery meeting

\$5,000

Reusable Visitor Bag Sponsor

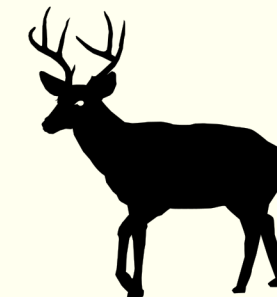


This exclusive sponsorship includes:

- A branded reusable bag given out to guests attending the event at the main entrance (up to 3000 bags)
- Opportunity to include an item in the bag
- Signage at main entrance
- Recognition as a sponsor on event website and marketing
- 30 "admit one" passes

\$2,000

Event Lanyard Sponsor



This exclusive sponsorship includes:

- A branded lanyard given out to all exhibitors at the event (up to 500 individuals)
- Additional lanyards will also be included in prizing packages and given to VIP's
- Signage at main entrance
- Recognition as a sponsor on event website and marketing
- 30 "admit one" passes

\$2,000

Other Opportunities



IMPORTANT NOTES ON SPONSORSHIP:

FLOOR DECALS FOR PURCHASE

SHOW ENTRANCE BRANDING

ADS IN OUR DIGITAL SHOW GUIDE

SOCIAL MEDIA SPONSORSHIP

WEB BANNER SPONSORSHIP

- Several opportunities are exclusive and limited to only one sponsor. For this reason, sponsorships are accepted on a first-come, first-served basis.
- The Edmonton Boat and Sportsmen's Show must approve ALL sponsorship merchandise using our logo. We reserve the right to refuse any item that does not meet our quality standards.
- Many of the available sponsorship opportunities include the provision of merchandise from the sponsor in addition to the price (i.e. bags, lanyards, hats).
- Provision and delivery Edmonton Boat and Sportsmen's Show sponsorship merchandise will be determined on an individual basis with each sponsor.





Get In Touch

To sign on as a sponsor today, contact:

Marla Kimball, Operations Manager
780-882-7347 • mkimball@mpltd.ca

THANK YOU!

